

What is claimed:

1. A process of remote transmission of a televised program on a single channel comprising:

transmitting a first video signal corresponding to a main program comprising video advertising slots interpolated between video slots, and a second video signal corresponding to an optional advertising program and comprising a sequence triggering recording in a temporary high-speed memory;

recording the second signal in a temporary high-speed memory upon detection of said triggering sequence; and

substantially continuously transmitting the first signal to a display circuit,

wherein the first signal comprises graphic signaling means for activating retrieval of the video signals stored in the memory and the second signal is loaded in the memory upon receive initialization.

2. The process according to Claim 1, wherein the triggering sequence and the activation signal identifier are correlated.

3. The process according to Claim 1, wherein retrieved video signals are substituted for the continuous program corresponding to the first signal stream.

4. The process according to Claim 2, wherein retrieved video signals are substituted for the continuous program corresponding to the first signal stream.

5. The process according to Claim 1, wherein at least one retrieved video signal is superimposed on the continuous program corresponding to the first signal stream.

6. The process according to Claim 2, wherein at least one retrieved video signal is superimposed on the continuous program corresponding to the first signal stream.

7. The process according to Claim 1, wherein retrieval activation is activated by a test of the presence of the signaling means and of the activation of a remote control means.

8. An interface for program retrieval comprising:  
interactive advertising sequences according to Claim 1;  
a high-speed local memory connected to a demultiplexer;  
high-speed memory content display means and means for triggering the high-speed memory content display.

9. The interface according to Claim 8, further comprising IT communication means allowing the transmission of viewer-related data.

10. The interface according to Claim 9, further comprising secure payment means.